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PMUSA.com *Ingredients / Tar & Nicotine Numbers*
Content Lab Worksheet

April 11, 2002

Source: https://www.industrydocuments.ucsf.edu/docs/rpxk0001

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Section I – Facts about your category to consider.

a. Relevant ISAR (Internet Solutions Analysis Report) Results: February 2002

- *Ingredients In Cigarettes* was the #9 Top Page Viewed in February
  - 10,101 page views, 2% of pmusa.com overall page views
- *Ingredients By Brand* was the #12 Top Page Viewed in February
  - 8,388 page views, 1.7% of pmusa.com overall page views
- *Tar & Nicotine Numbers* was the #18 top page viewed in February, while the subsection, *Tar & Nicotine by Brand,* was the #12 top page viewed
  - *T&N Numbers:* 4,898 page views, 1% of pmusa.com overall page views
  - *T&N by Brand*: 7,609 page views, 1.5% of pmusa.com overall page views
- As the #12 (834) and #17 (494) Top Entry Pages, *Ingredients In Cigarettes* and *Tobacco Ingredients* pages, respectively, are entered directly by users from outside sites without going through the Home Page
- *Ingredients In Cigarettes* (#9 - 2,302), *Tar & Nicotine Numbers* (#20 - 1,020), and *Tar & Nicotine by Brands* (#22 - 947) are all within the Top 25 Exit Pages for February
- 16% of the total page views within the Company & Products section are made up of ingredients and T & N pages
  - #4 – *Ingredients In Cigarettes* (5%)
  - #6 – *Ingredients By Brand* (4.2%)
  - #7 – *T & N by Brand* (3.8%)
  - #9 – *T & N Numbers* (2.4%)
  - #20 – *Non-Tobacco Materials* (.3%)
- 21% of users that visit the Tobacco Issues section exit from the *Ingredients in Cigarettes* page
- 50% of users that entered pmusa.com at the *Ingredients in Cigarettes* page visit the Tobacco Issues page

b. Relevant focus group findings

- Respondents were interested in knowing cigarette ingredients, but reported this section was difficult to find — which heightened cynicism

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- Respondents were also looking for more detailed definitions of ingredients, specifically in the *Ingredients By Brand*
- Some respondents, mostly Active Moms, believed that showing the "natural occurrence" of tobacco ingredients produces a false sense of healthy ingredients

Section II – Discussion topics to consider for your group's Content Lab. ***Please answer the following prior to your Content Lab.***

a. How have your group's objectives changed since your last content update?

b. Do you own content in your site section that **must not** change?

Source: https://www.industrydocuments.ucsf.edu/docs/rpxk0001

c. Do you own content in your site section that **must** change?

d. Do you agree that the following are your section's audiences? If you do not, please add or subtract accordingly.

R&D
Scientists
General Public

e. What site features would you like to have in your section to encourage dialogue with your audiences (i.e., opinion poll, newsletter registration, etc…)?

f. What content in your section would you like to see represented graphically (i.e., statistics as charts, etc…)?

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